



# Sears

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some things don't change

- ... such as our promise to stand behind every product we sell, with our famous pledge of "Satisfaction Guaranteed or Your Money Back"—and to let you decide whether or not our merchandise or service meets your expectations;
- ... such as our long-standing policy of always giving you the benefit of the lowest price printed in any of our regular catalogs, regardless of which current book you use;
- ... such as our unceasing efforts to join with you in your community in being a good citizen—honest with ourselves and with others, proud of our heritage and confident of our future.

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**Spring through Summer 1971**

**SEARS, ROEBUCK AND CO., CHICAGO, ILLINOIS 60607**

**Satisfaction Guaranteed or Your Money Back**

**INDEX BEGINS ON PAGE 399**

**Sears Fashion Board**  
COLLECTION

# ADVENTURE *found: new* IN *excitement for* FASHION *polyester knits* *from the pace-setting* *designers of Italy*

**1** The dress . . . dramatically printed in coral tones with burnt orange, deep tan, burnished yellow and white on black. Ruffled cuffs and flounce. Tie-belt; back zipper; 2-inch hem. Texturized polyester knit. Hand wash separately. Made in Italy. The choker is sold below.  
MISSSES' sizes 8, 10, 12, 14, 16, 18.  
State size. Shipping weight 1 lb. 6 oz.  
V31 B 8314F.....\$24.00

**2** The pants outfit . . . richly printed in lime green shades, gold and white on royal blue. Button-front tunic has tie-belt. Pants elasticized at waist. Texturized polyester knit. Hand wash separately. Made in Italy.  
MISSSES' sizes 8, 10, 12, 14, 16.  
State size. Shipping weight 1 lb. 6 oz.  
V31 B 8315F.....\$32.00

**ORDER YOUR USUAL SIZE**  
.. If in doubt, see pages 420 and 421

## The CHOKER

The right look . . . two rows of 10mm simulated pearls. 15 inches long. Adjustable hook closure.  
Shipping weight 3 ounces.  
V4 B 3640.....\$3.00





THIS IS SEARS MARK  
OF DISTINCTIVE FASHION.  
IT STANDS FOR A  
SEARS SERVICE THAT  
IS IMPORTANT TO YOU.

It stands for the knowing  
research made by  
our Fashion Board in the  
markets of the world  
to bring you fashions  
that are exciting, fun  
and always in good taste.

The Fashion Board, a  
unique Sears service,  
does not rely on guesswork  
or intuition. Instead, this  
group studies, samples  
and then forecasts  
fashion trends.

The fine merchandise on  
pages 2 thru 15 reflects  
the Fashion Board's insight  
as to the important fabrics,  
colors, prints, silhouettes  
and handicraft looks  
for Spring of 1971.

**Sears Fashion Board**  
COLLECTION

1

2

ADVENTURE  
*the gaiety of* IN  
*frontier days* FASHION  
*sparks new flavor*  
*for juniors*

SHOWN ON OPPOSITE PAGE

**1** Yesteryear revisited: a peplum blouse and a skirt gone long.

Button-front blouse; pull-on, flounced skirt with elasticized waist. Red, orange, yellow and leaf green flower print on black cotton broadcloth. Machine wash, warm. Shoes sold on page 235.

JUNIOR SIZES 5, 7, 9, 11, 13, 15.

State size. Shpg. wt. 1 lb.

V19 B 9397F.....\$16.97

**2** Prairie dress with puffed sleeves; lacing in front; back zipper. Made in three sections of coordinated cotton broadcloth prints... tiny multicolor flowers printed on yellow, bright blue and red. Machine washable, warm. Laced sandals sold below.

JUNIOR SIZES 5, 7, 9, 11, 13, 15.

State size. Shpg. wt. 11 oz.

V19 B 9396F.....\$16.97

SHOWN ON THIS PAGE

**3** Courtin' time look... a blouse and skirt of cotton broadcloth in coordinated prints that give an interesting tiered effect.

Navy and white blouse has leg-o-mutton sleeves, button front, square bottom. Navy, red and white maxi skirt has rickrack trim, back zipper. Machine wash, warm. "Dog-collar" neckband sold on page 18; shoes on page 235.

JUNIOR SIZES 5, 7, 9, 11, 13, 15.

State size. Shpg. wt. 1 lb. 5 oz.

V19 B 7225F.....\$15.97

**4** Folksy outfit in checked gingham of Fortrel® polyester and cotton.

Button-front blouse, in tiny navy-and-white checks, has shapely front yoke, elasticized puff sleeves. Long, flounced skirt, in medium-size checks of red and white, pulls on via elasticized waist; sash and underflounce match the blouse. Machine wash, medium. Shoes sold on page 235.

JUNIOR SIZES 5, 7, 9, 11, 13, 15.

State size. Shpg. wt. 12 oz.

V19 B 9399F.....\$15.97

ORDER YOUR USUAL SIZE

... or see pages 420 and 421.

**5** Swingly sandal laces round the leg.

Leather tabs, laces, insole.

Metal hooks. Composition sole.

1½-in. heel. From Italy.

Sizes B (med.) 5, 6, 7, 8, 9, 10.

State full size, then B width. Half sizes, order next size smaller.

V54 B 33187F—White

V54 B 32187F—Brown

Shipping weight 1 lb. 4 oz...\$5.99





ADVENTURE  
IN *bold colors and*  
FASHION *stark contrasts*  
*bring new drama*  
*to loungewear*



1

Jumpsuit  
and vest  
outfit



SHOWN ON OPPOSITE PAGE

**1** Jumpsuit and vest, great outfit for entertaining at home. White jersey jumpsuit, of supple Antron® nylon, is superbly styled: Softly draped collar; gathered waist punctuated with a tie-sash; long flowing legs; back zipper closing. Machine wash, warm temperature. Black felt vest, of rayon and wool, flashes red, yellow, lilac and bright green Schiffl embroidery. Dry clean. MISSES' SIZES 10, 12, 14, 16, 18. Please state size. Shpg. wt. 2 lbs. 38 B 64031F. . . . . \$36.00

SHOWN ON THIS PAGE

**2** The kimono, butterfly-sleeved and sashed. In nylon tricot that's fluttery-light and naturally wrinkle-resistant. . . printed in splashes of white and green on medium blue. Wrap style with inside tie-closing. Machine wash, warm temperature. MISSES' SIZES 8, 10-12, 14-16, 18. State size. Shpg. wt. 1 lb. 4 oz. 38 B 86052F. . . . . \$19.00

**3** Three-piece set . . . one of the greatest looks going. The peignoir: cotton cord in an exotic print of medium and dark green on white; edged in white batiste of polyester and cotton; button-and-loop closing. Underneath, the white batiste fabric shapes a sleep-bra top and long back-slit skirt. Top: gently elasticized under bustline; button-and-loop front closing. Skirt: pull-on style, elasticized back waist. Machine washable, warm. BUST SIZES 32, 34, 36, 38. State size. Shpg. wt. 1 lb. 4 oz. 38 B 20571F. . . . . \$15.00

**4** Strappy Sandal from Italy . . smart with at-home or stepping-out fashions. Leather upper, vinyl insole and lining. Elastic gore under silver-color buckle. Composition sole, 2-inch heel. Sizes B (medium) 5, 6, 7, 8, 9, 10. Half sizes, order half size smaller than usual shoe size. V54 B 33156F—White V54 B 35156F—Red State full size, B width. Shpg. wt. 1 lb. 4 oz. . . . . \$8.99



2



3

3-piece set



4

CPBKM  
AEDSLG

Sears

# ADVENTURE IN *new spice for* FASHION *swimwear..* *ankle-length* *cover-ups in* *smashing colors*

( 1 thru 6 ) SEA STARS® swimsuits with cover-ups. Sensational jersey prints are of Antron® nylon. Hand washable separately.

## SHOWN ON THIS PAGE

**1** Bikini suit printed in a melange of hot colors. Shirred bra has hook closure, back-buttoned straps; inner bra has preformed cups. Lined panty elasticized at top and legs. MISSES' SIZES 10, 12, 14. *State rise.*  
V7 B 7112F—Shipping weight 10 ounces \$17.00

**2** Exotic djellaba is hideaway-hooded and flowing-sleeved, slit below button-front. Matches suit (1). Shoes sold on page 21. MISSES' SIZES 10, 12, 14. *State rise.*  
V7 B 7113F—Shipping weight 1 pound. \$25.00

## SHOWN ON THIS AND OPPOSITE PAGE

**3** Sarong-style suit printed in a glorious combination of colors. Back-buttoned straps; semi-high back; back zipper closing. inner bra has preformed cups. Suit is lined. MISSES' SIZES 10, 12, 14, 16. *State rise.*  
V7 B 7108F—Shipping weight 14 ounces \$24.00

**4** Seaside skirt wraps, buttons and ties at side waistline. Matches suit (3). MISSES' SIZES S(10); M(12-14); L(16). *Please state correct size letter S, M or L.*  
V7 B 7109F—Shipping weight 11 ounces \$18.00

## SHOWN ON OPPOSITE PAGE

**5** Bikini suit in a spectacular print of stripes-plus-pattern. Bra has adjustable straps, hook closure; slightly-shaped inner bra. Lined panty is elasticized at top and legs. MISSES' SIZES 10, 12, 14. *State rise.*  
V7 B 7110F—Shipping weight 10 ounces \$16.00

**6** Beachcombing shift front-zips, then is slit. Matches suit (5). Shoes sold on page 21. MISSES' SIZES 10, 12, 14. *State rise.*  
V7 B 7111F—Shipping weight 1 pound. \$18.00





5

6



A WOVEN FABRIC

ADVENTURE  
IN *sew something unique*  
FASHION *with our beautiful*  
*island prints:*  
**PERMA·PREST®**  
*polyester fabrics*



## Sears Fashion Board

Choose a smooth, lustrous woven fabric, or a supple, soft draping knit. Choose floral, primitive or batik look prints in dazzling colors that capture delightfully the mood of sun, sand and sea. These fabrics are of textured polyester — which means they are made of thick, crimped yarn — and that's why they have extra body and a rich, luxurious feel. Because they're PERMA PREST® fabrics, they shun wrinkles and keep their fresh look — no ironing needed if machine washed, warm, and tumble-dried. 45 inches wide. Prints are shown 1/15 size.

Please state pattern number

**A** Woven fabric (shown on opposite page)  
36 B 5800H—Shpg wt yd 5 oz Yard \$4.00

**B** Knit (shown on this page) From Japan  
36 B 5801H—Shpg wt yd 7 oz Yard \$5.00

**C** McColl's Pattern, Misses' sizes  
For 45 inch fabric Shipping wt 2 oz  
36 B 2255F 75c

State size	8	10	12	14
Dress	15 $\frac{1}{2}$	25 $\frac{1}{2}$	25 $\frac{1}{2}$	25 $\frac{1}{2}$ yards

**D** McColl's Pattern, Misses' sizes  
For 45 inch fabric Shipping wt 2 oz  
36 B 2254F 85c

State size	8	10	12	14
Tie top, shorts and skirt	4 $\frac{1}{4}$	4 $\frac{1}{4}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$ yards

See our complete selection of fabrics for fashions and decorating in pages 193 to 206

Sears Fashion Board  
COLLECT BY

1  
Sleep-shift  
and skirt





3 Sleep-shift and skirt

(1 thru 3) Easy-care outfits blissfully relaxed in wrinkle-shy fabrics . . . little or no ironing if machine washed, warm, then tumble-dried. Sleep-shifts are pullover style; flounced skirts pull-on via an elasticized waist.

SHOWN ON OPPOSITE PAGE

1 Indian-look patterned broadcloth of cotton and polyester woven in lilac, bright green, orange, red, black and white . . . a great look for this nashed maxi-skirt. White sleep-shift in a light, airy fabric of polyester and cotton with a subtle leno-weave . . . the patterned fabric edges its elasticized scoop-neckline and puff sleeves. The shoes are sold on page 7.  
 SUEZ SIZES 32-34; 36; 38-40. *Please state size*  
 38 B 20481F—Shipping weight 1 lb. 2 oz. . . . . Set \$10.00

SHOWN ON THIS PAGE

2 Geometric-print maxi-skirt . . . in red and white broadcloth of Avril® rayon and cotton. White batiste sleep-shift of polyester and cotton has long sleeves, front lacing, rickrack trim. The shoes are sold on page 7.  
 SUEZ SIZES 32-34; 36; 38-40. *Please state size*.  
 38 B 20561F—Shipping weight 1 lb. 2 oz. . . . . Set \$11.00

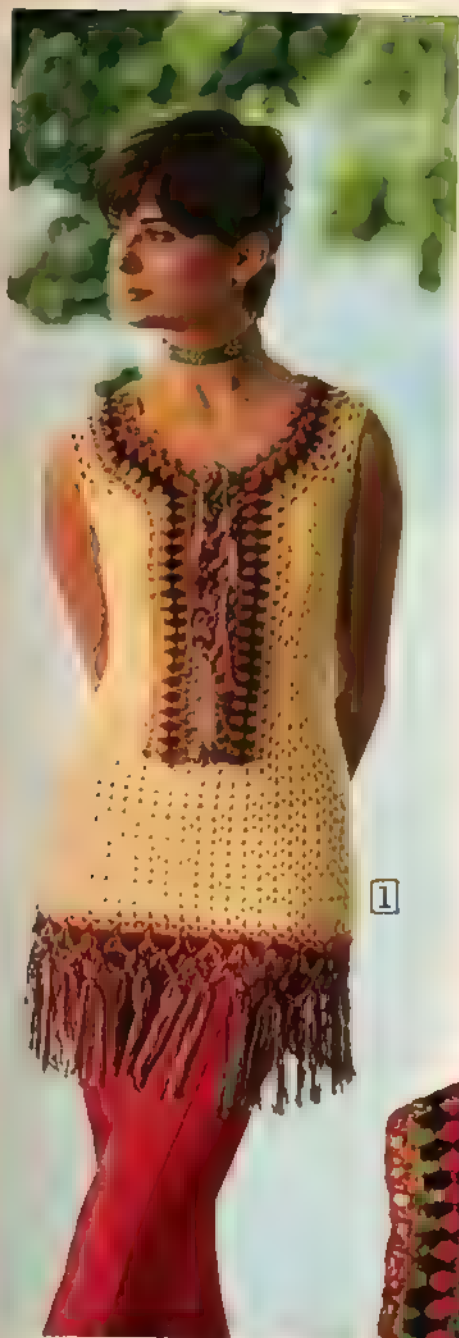
2 Sleep-shift and skirt

3 Dot-and-check print midi-skirt with a fancy patch pocket. Dot-print sleep-shift . . . sleeveless; front buttons; ruffled neckline. Skirt and shift are broadcloth of cotton and polyester printed in grass green on white.  
 SUEZ SIZES 32-34; 36; 38-40. *Please state size*.  
 38 B 20491F—Shipping weight 1 pound. . . . . Set \$7.00

ORDER YOUR USUAL SIZE  
 . . . if in doubt, see pages 420 and 421

ADVENTURE  
 IN *now, a colorful*  
 FASHION *skirt over the*  
*sleep-shift*  
*gives you an instant*  
*at-home outfit*

ADVENTURE  
IN *from do-it-yourself*  
FASHION *kits, make a*  
*folklore-look outfit*  
*or a beautiful afghan*



Folklore-look Kit  
make a skirt or tunic  
each with matching babushka

{ 1 How 3 } Discover the great joy and satisfaction of making something that is truly your own handiwork. Naturally, it takes a little time... handcrafted things do. Their beauty is a reflection of your caring, your talent, your time.

SHOWN ON OPPOSITE PAGE

**1 Folklore-look Kit.** Crochet a peasant style tunic skirt or an Indian style tunic with fringed bottom, each with matching babushka. Kit includes instructions and mothproofed wool yarn in ivory, red, orange, turquoise blue, lime green and purple. Use a size F crochet hook (not included). Skirt and tunic are pull on style... can be made in two sizes to fit Junior sizes 7-9 or 11-13. Triangular babushka is 28x21½x21½ inches, not including tie. Garments should be blocked to finished size stated. Hand wash. Blouse sold on page 83, pants sold on page 83, shoes sold on page 214.

25 B 52746—Shpg. wt. 1 lb. 10 oz... \$9.88

SHOWN ON THIS PAGE

**2 Morning Glory Afghan Kit.** Includes mothproofed wool yarn in off white, a loom, crochet fork and instructions. Make flowers on loom, sew center of flowers to gether with a tapestry needle. Make hair pin lace on crochet fork. Then crochet flowers and hairpin lace together, using a size O hook. Crochet hook and tapestry needle not included. Block afghan to finished size 58x70 inches. Hand wash.

25 B 5259—Shpg. wt. 2 lbs. 15 oz... \$19.88

**3 Blue Flower Afghan Kit.** Includes mothproofed wool yarn, a loom and instructions. Make light blue and dark blue flowers on loom, sew center of flowers to gether with a tapestry needle... then crochet together, using a size O hook, with avocado green yarn. Crochet hook and tapestry needle not included. Block afghan to finished size 48x62 inches. Hand wash.

25 B 5275—Shpg. wt. 2 lbs. 12 oz... \$17.88

**2**  
Morning Glory  
Afghan Kit

**3**  
Blue Flower  
Afghan Kit

## FREE Craft-Fun Catalog

Selected do-it-yourself kits for needlework, knitting and crocheting, rug- and doll-making... plus a whole range of homecraft ideas and interesting projects for hobbyists. To get your copy, call or write Sears and enter 59 B 530.



## Junior Bazaar Mixables



The polyester  
blend is  
machine washable.

**FORTREL**  
A POLYESTER COTTON BLEND

#### SHOWN ON OPPOSITE PAGE

**1** Pocket packin' battle jacket done up in water-repellent denim of Fortrel® polyester and cotton. Snapped and stitched in contrasting color. Machine washable, medium. "Dog collar" neck band sold on page 18

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 3569F White with navy 19 B 3571F Navy with orange  
19 B 3570F Orange with navy  
Shipping weight 1 pound 4 ounces.....\$8 97

**2** Flare-leg pants corral a great look in denim of Fortrel polyester and cotton. Bandless waist; belt loops; fly-front zipper. Machine wash, medium. Shoes sold on page 20

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 8097F—Navy 19 B 8098F—White 19 B 8099F—Orange  
Shipping weight 15 ounces.....\$5 97

**3** T-top takes a ribbing in Fortrel polyester and cotton knit. Long pullover-style with square bottom. Machine wash, medium.

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*  
19 B 5366F—Navy 19 B 5367F—Orange 19 B 5368F—White  
Shipping weight 5 ounces.....\$3 97

**4** Free-as-the-breeze wrapskirt with streaks of navy, white and orange woven stripes. Contour waistline; button-and-tab side closing; patch pocket. Fortrel polyester and cotton denim. Machine washable, warm. Shoes sold on page 20

Junior sizes 5, 7, 9, 11, 13, 15. *State size* Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P. *State size*  
Shipping weight 10 ounces. Shipping weight 10 ounces  
19 B 7216F.....\$5 97 19 B 7217F.....\$5 97

**5** Pullover top knit of Fortrel polyester and cotton. 4-button placket; square-cut bottom. Machine wash, medium.

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*  
19 B 5363F—Orange 19 B 5364F—White 19 B 5365F—Navy  
Shipping weight 7 ounces.....\$4 97

**6** Trimly skirting the scene... a denim A-line skirt of Fortrel polyester and cotton. Self belt wraps the waist, back zipper. Machine washable, warm temperature. Shoulder bag sold on page 14; shoes on page 21

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 7218F White 19 B 7219F Navy  
Shipping weight 10 ounces.....\$5 97

#### SHOWN ON THIS PAGE

**7** Striped T-shirt... on top this season knit in navy, white and orange Fortrel polyester and cotton. Pullover-style with front button placket; square-cut bottom. Machine wash, medium

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*  
19 B 5371F Shipping weight 6 ounces.....\$4 97

**8** Jamaica shorts... ranch-hand-look duds in denim of Fortrel polyester and cotton. Belt loops, fly-front zipper closing. Machine wash, medium. Belt sold on page 18; shoes on page 20.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 8093F—Orange 19 B 8094F—Navy 19 B 8095F—White  
Shipping weight 9 ounces.....\$3 97

**9** Blue denim work shirt ready for action in Fortrel polyester and cotton. Front button placket; back yoke; shirttails. Machine washable, medium temperature.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 4989F—Shipping weight 7 ounces.....\$4 97

**10** Ride 'em cowgirl jeans in woven stripes of navy, white and orange. Denim of Fortrel polyester and cotton. Belt loops; fly-front zipper closing. Machine washable, medium temperature. Belt sold on page 18; shoes on page 20

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size*  
19 B 8096F—Shipping weight 14 ounces.....\$5 97

**ORDER YOUR USUAL SIZE**  
if in doubt, see page 1 and 42

# are great in denim and knit



**1 Pigtail Hat.** Bulky knit of Creslan® acrylic Punch pink Machine wash, warm temperature. One size fits from 3 to 6x. 29 G 2595—Shipping weight 4 ounces... \$2.75

**2 Tunic.** Dacron® polyester and nylon knit in multicolor stripes. Can be worn separately as a mini dress or as a top for pants. Turtleneck Long sleeves Machine wash, medium Sizes S(2-3), M(4-5), L(6-6x) State S, M or L 29 G 9650F—Shipping weight 4 ounces \$4.00

**3 Belt.** Here's the look for fall Suede leather Fringe tie Navy One size fits from 3 to 6x 29 G 9407—Shipping weight 4 ounces... \$2.00

**4 Pants.** Acrilan® acrylic keeps its shape because it's bonded to nylon tricot. Straight leg styling Waist has band front and covered elastic back Machine wash, medium State size 3, 4, 5, 6 or 6x 29 G 9651F—Punch pink 29 G 9653F—Navy Shipping weight 5 ounces. Each \$4.00

**5 Sweater Vest.** Soft Orlon® acrylic in wide rib knit. Popular longer length. Button front. Knit loops hold all-around self-fabric belt Punch pink Machine wash, medium Sizes S(2-3), M(4-5), L(6-6x) Please state size S, M or L. Shipping weight 6 ounces 29 G 3500F.....\$5.00

**6 Knickers.** Woven Acrilan® acrylic holds its shape because it's bonded to acetate tricot Multicolor plaid Waist has band front and covered elastic back Elastic holds knickers up comfortably at knees. Looks great with cape (7) Machine wash, med State size 3, 4, 5, 6 or 6x 29 G 9652F—Shipping weight 5 ounces... \$4.50

**7 Cape.** Woven Acrilan® acrylic is bonded to acetate tricot to hold shape Silver-color button front opening highlights the multicolor plaid. Shaped shoulders. Fringed bottom Wear with pants (4) or knickers (6) Machine wash, warm Sizes S(2-3), M(4-5), L(6-6x). Please state size S, M or L. 29 G 4308F—Shipping weight 10 ounces... \$6.00

**8 Skirt.** Woven Acrilan® acrylic is bonded to acetate tricot to keep its shape All-around box pleats Covered elastic waistband Multicolor plaid Machine wash, warm temperature State size 3, 4, 5, 6, 6x Shipping weight 9 ounces 29 G 4307F.....\$4.50

**9 Cloche Hat.** Ribbed, double-knit Orlon® acrylic Pompon trim Navy Machine wash, warm One size fits 3 through 6x. Shipping weight 3 ounces 29 G 2597.....\$1.75

**10 Sears Best Cling-alon® Knee Socks.** Soft, luxurious blend of Orlon® acrylic and super stretch nylon Heel and toe are reinforced with 3% extra nylon for longer wear. Ribbed cuff tops. SANI-GARD treated Machine wash, medium temperature Package of three pairs 1 punch pink, 1 white and 1 navy. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11¼); XL(fits shoe sizes 12 to 4). State one size per package M, ML, L or XL. 29 G 1811F—Shipping weight 4 oz. Pkg \$2.99

Sears

Washable Knit Collection

...unmistakably fine quality



## Pooh predicts a bright season for little girls wearing Punch pink and Navy

**11 Nautical-look Dress.** Acrilan\*\* acrylic knit keeps its shape because it's bonded to nylon tricot. A-line style. Detachable dicky makes dressing easier. Long sleeves. Skirt has front pleat and two-inch hem. Navy and winter white. Boxed. For a smart-looking outfit wear with pants (4) sold on facing page. Machine wash, medium and hang to dry.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 5618F—Shipping wt. 12 oz. ....\$8.00

**12 Jumper-look Dress.** Solid punch pink fabric is knit of Acrilan\*\* acrylic. Striped U-shape front insert and three-quarter-length sleeves are knit of Orlon\* acrylic. Entire dress holds its shape because it's bonded to nylon tricot. A-line style. Stand-up notched collar and turn-up cuffs. Zipper back. Two-inch hem. Punch pink. Boxed. Machine wash medium and hang to dry.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 5619F—Shipping wt. 11 oz. ....\$8.00

**13 Jumper.** Soft, luxurious cotton velour in an A-line styled pullover. Multicolor. Wear as a jumper or as a tunic top for pants (4) sold on facing page. Machine wash, warm.  
State size 3, 4, 5, 6 or 6x  
29 G 4335F—Shipping weight 13 oz. ...\$6.00

**14 Hat and Scarf Set.** Warm knit acrylic. Bulky knit hat has large cuff for greater protection. Pompon trim. Fashionably long 54-inch scarf has decorative fringe trim. Multicolor. Set is machine washable at warm temperature.  
One size fits from 3 through 6x.  
29 G 2600—Shipping weight 8 oz. .Set \$6.00

**15 Cape and Pants Set.** Cape is wool and nylon interlined with wool, polyester and other fibers under acetate taffeta. Button front and two patch pockets. Pants are wool and nylon bonded to polyurethane foam and acetate tricot. Straight-leg styling. Elastic waistband. Navy. Dry clean.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 8714CF—Shpg. wt. 3 lbs. ....Set \$30.00

**16 Sears Best Cling-alon stretch Tops.** Smooth fitting knit of runproof stretch nylon. Rib-knit turtleneck and cuffs. Machine wash, warm temperature. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 2758F—Navy  
29 G 2758F—White  
29 G 2758F—Punch pink  
Shipping weight 3 ounces. ....Each \$2.99

**17 Sears Best Cling-alon\* Stretch Tights.** Smooth-fitting knit of runproof stretch nylon. Knit-in double seat and knees. Sueded elastic waistband. Full fashioned. Machine wash, warm temperature.  
Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 2712F—Navy  
29 G 2710F—White  
29 G 2742F—Punch pink  
Shipping weight 3 ounces. ....Each \$2.49

\*Reg. T.M. DuPont \*\*Reg. T.M. Monsanto

**NOTE:** Shoes shown on these two pages are sold on page 566



Cape and  
Pants Set

14  
Hat and  
Scarf Set



**1 PERMA-PREST® skinny-rib Pullover.**

Double-knit spun Dacron® polyester. Super-stretch for easy on and off, bounces back into shape . . . a comfortable shirt to wear. Rib-knit mock turtleneck. Long sleeves and bottom are hemmed. Machine wash, medium, tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 5024F—Navy  
29 G 5023F—Flash gold  
29 G 5022F—Camel

Shipping weight 4 oz. . . . . Each \$3.00

**2 Belted Sweater-Vest.** V-neck cardigan of soft Orlon® acrylic knit in fashionably longer length. All-around self belt. Machine wash, med., tumble dry. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 3728F—Flash gold  
29 G 3725F—Camel  
29 G 3727F—Navy

Shipping weight 6 oz. . . . . Each \$5.00

**3 PERMA-PREST® Shirt.** Chambray blend of polyester and cotton. Long-point collar. Extra-full sleeves with wide 2-button cuffs. Machine wash, warm and tumble dry . . . no ironing.

State size 3, 4, 5, 6 or 6x.

29 G 6340F—Flash gold  
29 G 6341F—Navy  
29 G 6342F—Multicolor stripe

Shpg. wt. 5 oz. . . . . Each \$3.50

**4 Velour Pullover.** Multicolor striped combed cotton knit velour in luxuriously soft. Rib-knit turtleneck, cuffs and waistband. Long sleeves. Machine wash, medium and tumble dry. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 G 5020F—Shpg. wt. 6 oz. . . . . \$5.00

**5 PERMA-PREST® woven-plaid Slacks** . . . regular and slim sizes. Flare-leg styling. Fortrel® polyester and cotton. Waist has elastic back and band front with Gripper® fasteners. Zipper fly. Multicolor plaid. Machine wash, medium and tumble dry . . . no ironing.

**Regular sizes.** Fit the child with an average build. State size 3, 4, 5, 6 or 6x. See chart 2 on page 29.

29 G 6721F—Shpg. wt. 6 oz. . . . . \$4.50

**Slim sizes.** Fit the child with a slender build. State size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 6722F—Shpg. wt. 6 oz. . . . . \$4.50

**6 Striped corduroy Slacks.** . . . regular sizes that fit the child with average build. Flare legs. Midwale cotton corduroy. Waist has elastic back and extended band front with Gripper® snap fasteners. Zip fly. Two pockets. Multicolor stripes. Machine wash, medium. State size 3, 4, 5, 6 or 6x. See chart 2, page 29.

29 G 6719F—Shpg. wt. 8 oz. . . . . \$4.50

**7 PERMA-PREST® solid-color Jeans** . . . slim sizes that fit the child with slender build. Flare-leg styling. Polyester and cotton in popular high-ridge twill. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style with two back pockets set in yoke plus two front pockets. Pooh patch on hip. Navy. Machine wash, medium and tumble dry . . . no ironing.

State slim size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 75509F—Shpg. wt. 8 oz. . . . . \$4.50

**8 Belt.** Black harness leather. Winnie-the-Pooh etched on brushed chrome plated steel buckle. Waist sizes S(19-21 in.); L(22-24 in.). State size S or L.

29 G 9413F—Shpg. wt. 4 oz. . . . . \$2.50

**9 Cling-alon® Crew Socks.** Soft Orlon® acrylic blended with stretch nylon. Heels and toes are reinforced with an extra 3% nylon. Elasticized tops. Machine wash, medium. Package of 3 pairs: 1 camel, 1 navy and 1 flash gold. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11½); XL(fits shoe sizes 12 to 4).

State one size per pkg. M, ML, L or XL.  
29 G 1900F—Wt. 3 oz. . . . . Pkg. \$1.79

\*Reg. DuPont T.M. \*\*Reg. Fiber Industries, Inc. T.M.

**Pooh directs  
the little boys'  
fashion scene  
starring  
Flash gold,  
Navy  
and Camel**



**10 Corduroy Vest.** Plush ribless cotton corduroy lined with acetate tricot. Two patch pockets. Front belt. Simulated leather buckle. Dry clean. Can be mixed or matched with any pants on these two pages. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 9417F—Flash gold 29 G 9418F—Navy  
Shipping weight 6 ounces. .... Each \$7.00

**11 Solid-color Corduroy Slacks.** . . regular sizes. Flare-leg styling. Plush ribless cotton corduroy. Waist has elastic back and band front. Zipper fly has fashionable nautical-look button trim. Machine wash, medium. Regular sizes fit child with average build. State size 3, 4, 5, 6 or 6x. See chart 2, page 29.  
29 G 6724F—Flash gold 29 G 6723F—Navy  
Shipping weight 10 ounces. .... Each \$4.50

**12 Belted Pullover Sweater.** Soft Orlon® acrylic knit in fashionably longer length. Heather-look ribbing is highlighted by contrasting color yarn. Turtleneck. All-around belt. Wide rib-knit waistband and cuffs. Machine wash medium and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 3718F—Beige and flash gold  
29 G 3719F—Navy and white  
Shipping weight 8 ounces. .... Each \$5.00

**13 Corduroy Sport Coat.** Plush ribless cotton corduroy lined with acetate tricot. Stitched trim in contrasting color. Wide lapels. Two pockets. High center back vent. Simulated leather buttons on front and sleeves. Camel color. Dry clean. State size 3, 4, 5, 6 or 6x.  
29 G 9419F—Shipping weight 12 oz. . . . \$12.00

**14 PERMA-PREST® striped Jeans.** . . regular and slim sizes. Flare-leg styling. Polyester and cotton twill with multicolor stripes. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style . . . back yoke, two front pockets. Pooh patch on hip. Machine wash, medium, tumble dry . . . no ironing.

**Regular sizes.** Fit the child with average build. State size 3, 4, 5, 6 or 6x. See chart 2, pg. 29.  
29 G 75503F—Shipping weight 8 oz. . . . \$4.50

**Slim sizes.** Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See chart 3 on pg. 29.  
29 G 75508F—Shipping weight 8 oz. . . . \$4.50

**15 PERMA-PREST® Pullover.** Stretch nylon accented with Pooh embroidery. Rib-knit turtleneck and cuffs. Hemmed bottom. Machine wash, medium and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29G48054F—Flash gold 29G48055F—Camel  
29G4805F—Navy  
Shipping weight 4 ounces. .... Each \$3.50

**NOTE:** Shoes are sold on page 569





# Pooh designs Little Girls' Fashions in Berry red and Acorn brown for fall



Sears  
**Winnie the Pooh  
Collection**  
...unmistakably fine quality

(1 and 2) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no iron. State size 3, 4, 5, 6 or 6x

- 1 PERMA•PREST® Pull-over Tunic Top.** Sleeveless. Wear with skirt (2), pants (6) or knickers (9). 29G4371F—Wt. 9 oz. \$5 00
- 2 PERMA•PREST® Skirt.** Waist has covered elastic back and band front. A-line styling. Wt. 9 oz. 29 G 4370F .....\$4 00

(3 and 4) Runproof stretch nylon knit. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x) State size S, M, L

- 3 Sears Best Cling-alon® Tights.** Knit in double. Full fashion seat and knee. 29G2713F—Berry red 29G2710F—White 29G2741F—Acorn brown Shpg. wt. 3 oz. ... Ea. \$2 49
- 4 Sears Best Cling-alon® Tops.** Rib-knit turtle neck and cuffs. Shoulders taped for shape retention. 29G2759F—Berry red 29G2756F—White 29G2773F—Acorn brown 29 G 4370F .....\$4 00

(5 and 6) Shape-keeping double-knit acrylic. Machine wash, med., tumble dry... no ironing. State size 3, 4, 5, 6 or 6x

- 5 PERMA•PREST® high-waist Dress.** Shirred skirt has 2-in. hem. Zipper back. Berry red and Acorn brown. Wt. 12 oz. 29 G 5620F .....\$8 00
- 6 PERMA•PREST® Pants.** Waist has bk. front, covered elastic back. Straight-leg styling. Berry red. Wt. 6 oz. 29 G 9856F .....\$4 50

- 7 Ribbed Pullover Vest.** Soft Orlon® acrylic knit in longer length. Rib-knit U-neck. All-around self belt. Machine wash medium. Sizes S(2-3); M(4-5); L(6-6x). 29 G 3534F—Berry red 29 G 3535F—White 29 G 3533F—Acorn brown State size S, M or L. Shpg. wt. 5 oz. Each \$5 00

- 8 Cloche Hat.** Ribbed double-knit of Orlon® acrylic. Pom-pom trim. Machine wash warm. Berry red. 29 G 2598—One size fits 3 thru 6x. Wt. 3 oz. ....\$1 75

(9 and 10) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no ironing. State size 3, 4, 5, 6 or 6x

- 9 PERMA•PREST® Knickers.** Covered elastic back waist, band front. Elastic holds knickers up at knee. Shpg. wt. 5 oz. 29 G 9654F .....\$4 50
- 10 PERMA•PREST® Jumper.** A-line style. Smartly-trimmed with buttons and fine detailing. Shipping wt. 11 oz. 29 G 4358F .....\$6 00

- 11 Sears Best Cling-alon® Knee Socks.** Knit-in cable pattern. Orlon® acrylic and stretch nylon. Machine wash, medium. Pkg. of 3 prs.: 1 Berry red, 1 white, 1 Acorn brown. Sizes M(fits shoe size 3-5½); ML(fits shoe size 6-8½); L(fits shoe size 9-11½); XL(fits shoe size 12-4). State 1 size per pkg. M, ML, L, XL. 29 G 1824F—Shipping weight 3 ounces Pkg. \$2 99

- 12 Pooh Charm Bracelet.** She will love this 24K gold plated bracelet. Snap clasp. Gift boxed. 29 G 9426—One size fits all children. Wt. 3 oz. ....\$4 00

- 13 Pullover Sweater.** Rib-knit Orlon® acrylic. Fashionable longer length. Turtleneck. Saddle shoulders. Acorn brown (other colors sold pg. 25). Machine wash medium, tumble dry. Sizes S(2-3); M(4-5); L(6-6x). 29 G 3722F—State S, M or L. Wt. 7 oz. ....\$5 00

- 14 Suede leather Belt.** Fringe ties. Acorn brown. 29 G 9408—Fits sizes 3 thru 6x. Wt. 4 oz. ....\$2 00

- 15 Plaid Pants.** Woven Acrilan® acrylic bonded to acetate tricot to keep shape. Waist has band front and elastic back. Straight leg styling. Multicolor. Machine wash, med., hang to dry. State size 3, 4, 5, 6 or 6x. 29 G 9857F—Shipping weight 5 ounces .....\$4 00

- 16 Pigtail Hat.** Bulky knit Creslan® acrylic. Brown. 29 G 2596—One size fits 3 thru 6x. Wt. 4 oz. ....\$2 75

- 17 Low-waist Dress.** Top is double-knit acrylic. Woven plaid Acrilan® acrylic skirt is bonded to acetate tricot. Two front pleats. 2-in. hem. Zipper back. Belt. Brown and red. Machine wash, med., hang to dry. 29 G 5621F—State 2, 3, 4, 5, 6, 6x. Wt. 12 oz. ....\$8 00

- 18 Hooded Coat.** Acorn brown cotton suede lined with acrylic pile on cotton back. Pile trim on edge of hood. Double-breasted style. Two patch pockets. Back pleat. All-around belt. Machine wash, warm. 29 G 8715CF—State 2, 3, 4, 5, 6, 6x. Wt. 2 lbs. ....\$22 00

NOTE: Shoes sold page 567.



\*Reg. T.M. DuPont  
\*\*Reg. T.M. Monsanto

UPONA  
AEDSAG  
Sears 23

Sears

Winnie-the-Pooh

Collection

...unmistakably fine quality

1

6

2

3

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7

8

9

7

12

13

4

10

# Pooh cheers little boys in Berry red, Acorn brown, Great green



(1 thru 4) Sizes S(2-3); M(4-5); L(6-6x) State S, M, L.

**1 PERMA-PREST® Turtleneck Pullover.** Stretch nylon. Machine wash, med., tumble dry. . no iron  
29 G 48535F—Brown 29 G 4853F—White  
29 G 48534F—Green 29 G 48051F—Red

State size S, M or L. Shpg. wt. 3 oz. . . . . Each \$3 50

**2 Rib-knit Placket Shirt.** Polyester, cotton. Long-point collar. Pretend pocket. Mach. wash, med., tumble dry.  
29G5003F—Green 29G5004F—Brown 29G5002F—Red  
State size S, M or L. Shpg. wt. 4 oz. . . . . Each \$4 00

**3 PERMA-PREST® Jacquard Pullover.** Polyester and cotton with knit-in pattern. Red and brown. Mock turtleneck. Mach. wash, med., tumble dry. . no ironing  
29 G 5000F—State size S, M, L. Shpg. wt. 4 oz. . . . \$3 00

**4 Ribbed Turtleneck Pullover.** Orlon® acrylic knit extra long. Saddle shoulders. Machine wash, med  
29 G 3720F—Red 29 G 3723F—White  
29 G 3722F—Brown 29 G 3721F—Green  
State size S, M or L. Shpg. wt. 7 oz. . . . . Each \$5 00

**5 Vinyl and Sherpa® pile Coat.** Double-breasted style. 2 pockets. High back pleat. Sherpa pile collar, lining, trim are Dacron® polyester on polyester back. Sleeves interfined with acrylic fiber and unknown fibers (textile by-product). Brown. Machine wash, warm  
29 G 8805CF—State 3, 4, 5, 6, 6x Wt. 3 lbs. . . . \$17 00

**6 Vinyl and Sherpa® pile Hat.** Diplomat style. Sherpa pile is Dacron® polyester on polyester back. Quilted acetate tricot lining. Pull-down in-band earflaps. Brown. Matches coat (5). Sizes in inches. M(19½-20½), L(21-22)  
29 G 8008F—State size M or L. Shpg. wt. 5 oz. . . \$3 50

**(7 thru 9) PERMA-PREST® flare-leg Jeans.** Polyester and cotton. Bartacked at strain points. Band waist with belt loops. Stay-put zipper fly. Pooh patch on hip. Machine wash, medium, tumble dry. . no ironing

**7 Solid-color.** Brushed-finish twill. Perma-Nee® double knees. Rally-back style. . 2 back pockets set in yoke; 2 front pockets. Slim sizes only †  
29 G 75517F—Dark green 29 G 75516F—Brown  
State size 3, 4, 5, 6, 6x Wt. 8 oz. . . . . Each \$4 50

**8 Plaid.** Canvas-weave fabric. Perma-Nee® double knees. 2 front pockets. Dark green, berry red, camel  
Regular sizes, †† State 3, Slim sizes, † State size 3, 4,  
4, 5, 6 or 6x Wt. 8 oz. 5, 6 or 6x Wt. 8 oz.  
29 G 75501F . . . . \$4 50 29 G 75506F . . . . \$4 50

**9 Striped.** Twill Rally-back yoke. 2 front pockets. Dark green, berry red and camel  
Regular sizes, †† State Slim sizes, † State size 3, 4,  
size 3, 4, 5, 6, 6x Wt. 8 oz. 5, 6x Wt. 8 oz.  
29 G 75502F . . . . \$4 50 29 G 75507F . . . . \$4 50

**10 PERMA-PREST® flare-leg Slacks.** Fortrel® polyester, rayon twill. Red, brown. Elastic backwaist, band front. Mach. wash, med., tumble dry. . no iron  
Regular sizes, †† State 3, Slim sizes, † State 3, 4, 5, 6,  
4, 5, 6 or 6x Wt. 6 oz. or 6x Wt. 6 oz.  
29 G 6717F . . . . \$4 50 29 G 6718F . . . . \$4 50

**11 Belt.** Brown harness leather. Matching brass studs and buckle. Sizes in inches: S(19-21); L(22-24)  
29 G 8440F—State size S or L. Shpg. wt. 5 oz. . . . \$3 00

**12 Belt.** Brown harness leather. Pooh etched on chrome-plated steel buckle. Sizes in inches: S(19-21), L(22-24). State size S or L  
29 G 8414F—Shipping weight 4 ounces . . . . \$2 50

**13 Cling-alon® Crew Socks.** Orlon® acrylic, stretch nylon. Reinforced heel, toe. Elasticized tops. Pkg. of 3 pairs: 1 red, 1 dk green, 1 brown. Machine wash, med  
Sizes M(shoe size 3-5½), ML(shoe size 6-8½), L(shoe size 9-11½); XL(shoe size 12-4) Shpg. wt. 3 oz.  
29G1901F—State 1 size per pkg. M, ML, L, XL. Pkg. \$1 79

**14 Hat and stretch Glove Set.** Double-knit Orlon® acrylic hat. Acrylic and stretch nylon knit gloves. Machine wash, warm. One size fits 3 thru 6x.  
29G2604—Dk. green 29G2602—Red 29G2603—Brown  
Shipping weight 7 ounces . . . . . Set \$3 75

**15 C.P.O. style Jacket.** Heavyweight melton cloth of new wool and nylon lined with warm acrylic pile on cotton back. Sleeves have lining quilted to batting of acrylic and other fibers. Two pockets. Dry clean  
29G8235F—Dk. green 29G8212F—Red 29G8236F—Plaid  
State size 3, 4, 5, 6, 6x Wt. 1 lb. 4 oz. . . . . Each \$12 00

\*Reg. T M DuPont. \*\*Reg. T M Fiber Industries, Inc.  
†Fits the slender child. see chart 3 on page 29  
††Fits the average child. see chart 2 on page 29



NOTE  
Shoes are sold  
on page 569

**WARDROBE-BUILDER CORNER**

...featuring 14 pages of  
mix 'n match fashions

**SIZES TO 6x**

**PERMA-PREST®  
Playwear Sets for boys**

Sets look great without ironing  
when they are machine washed  
medium and tumbled dry



Items (4)  
and (5) are  
Wear Dated®



**1 PERMA-PREST®**

**Slacks and layered-look Shirt.** Set is stretch nylon knit. Striped shirt has sewn-in, solid-color, V-neck insert with rib-knit turtleneck. Long sleeves with rib-knit cuffs. Hemmed bottom.

Solid-color slacks have all around elastic boxer waist. Zip fly. Flare legs have stitched down front crease.

State size 2, 3, 4, 5, 6 or 6x. See chart below.  
29 G 8568F - Blue  
29 G 8569F - Brown  
29 G 8570F - Green  
Shpg. wt. 9 oz....Set \$3.99

**2 PERMA-PREST®**

**Slacks and fashionable skinny-rib Shirt.** Set is polyester and cotton. Brown shirt has collar styled with long-point lapels and placket with smart-looking big zipper. Long sleeves with rib-knit cuffs.

Striped herringbone pattern slacks. Waist has elastic back and an extended hand front with snap closure. Zipper fly. Pocket. Semi-flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
Shipping weight 12 oz.  
29 G 8572F .....Set \$5.99

**3 PERMA-PREST® Slacks and Shirt trimmed to match.** Set is a polyester and cotton blend.

Broadcloth navy sport shirt. Collar has stylish long-point lapels. Pretend flap pocket with striped trim that matches slacks. Long sleeves with button cuffs.

Handsomely styled slacks are striped, textured look denim. Waist has elastic back and extended hand front with snaps. Zipper fly. Back pocket. Flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
Shipping weight 12 ounces.  
29 G 8574F .....Set \$5.99

**(4 and 5) PERMA-PREST® Wear-Dated® Sets** Guaranteed to give one year's normal wear or return set for free replacement or refund.

**4 Slacks and crew neck Shirt with pocket.** Acrilan® acrylic knit shirt with rib-knit neck and cuffs. Striped twill slacks of polyester and cotton. Boxer waist. Flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
29 G 8508F - Brown shirt, striped slacks  
29 G 8507F - Green shirt, striped slacks  
29 G 8505F - Navy shirt, striped slacks  
Shpg. wt. 10 oz....Set \$4.59

\*Reg. T.M. Monsanto

**5 Slacks and crew neck Shirt.** Acrilan® acrylic knit shirt with rib knit neck and cuffs. Emblem on chest. Twill slacks of Monsanto polyester and cotton. All around elastic boxer waist. Semi flare legs.

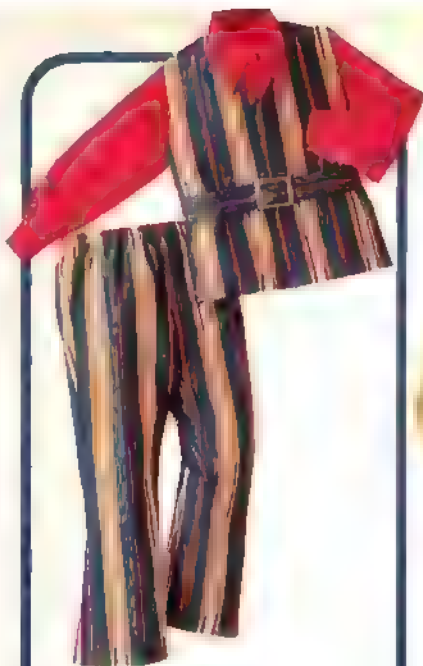
State size 3, 4, 5, 6 or 6x. See chart below.  
29 G 8501F - Gold shirt, green slacks  
29 G 8500F - Red shirt, navy slacks  
29 G 8502F - Rust shirt, brown slacks  
Shpg. wt. 10 oz....Set \$3.99

"Charge It" if you wish  
see page 717

**CHILDREN GROW RAPIDLY MEASURE AND BE SURE**

Order only sizes listed with each item

Size (not age) ...	2	3	4	5	6	6x
Height (inches)	32 1/2 - 35	35 1/2 - 38	38 1/2 - 41	41 1/2 - 44	44 1/2 - 47	47 1/2 - 49



Even at this  
Low, Low Price  
\$7.99

... you get a 3-pc. Vest Suit  
with Shirt, Slacks and Vest

Striped vest and slacks are made of durable cotton duck. Vest fully lined with acetate taffeta. Has front belt with metal buckle. Flare-leg slacks have all around elasticized waist. Zipper fly. Solid-color shirt of polyester and cotton broadcloth. Fashionable long point collar, balloon-style sleeves. Navy and red. Machine wash medium, tumble dry. State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

Shipping weight 12 oz. Suit \$7.99  
29 G 9441F



### 3-piece PERMA-PREST® Vest Suits include Shirt, Vest and Slacks

**1** Knit vest of Orlon® acrylic bonded to nylon tricot. Flare-leg slacks of polyester and cotton twill have band front and covered elastic back waist. Zipper fly. 2 pockets. Polyester and cotton broadcloth shirt. Long-point collar, balloon-style sleeves. Green and gold. Machine wash, med, tumble dry. no ironing.

State 3, 4, 5, 6, 6x. See Chart 2, page 32.  
29 G 9442F—Shpg. wt. 1 lb. . . . Suit \$9.99

\*Reg. DuPont T.M.

**2** Vest and slacks of polyester, cotton twill. Vest lined with cotton batiste. Flare-leg slacks have band front, elasticized back-waist. Zipper fly. 2 pockets. Polyester, cotton broadcloth shirt has long-point collar, balloon-style sleeves. Machine wash, med., tumble dry. . . no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9452F—Blue  
29 G 9453F—Rust  
Shipping weight 1 pound . . . . . Suit \$11.99

**3** Vest and slacks of polyester, cotton corduroy. Vest lined with cotton broadcloth. Flare-leg slacks have band front and covered elastic back-waist. Zipper fly. 2 pockets.

Shirt of polyester and cotton broadcloth. Long-point collar, balloon-style sleeves. Brown. Machine wash at medium temperature, then tumble dry. no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9447F—Shpg. wt. 1 lb. Suit \$11.99



**PERMA-PREST® Shirts.** Duralon® polyester and cotton broadcloth with soil release finish.

Machine wash at medium temperature and tumble dry. . . no ironing.

Long shirtdails, 1 pocket. White. Hong Kong. State 3, 4, 5, 6, 6x.

**Long sleeves**  
Shpg. wt. 4 oz.  
29 G 6376F . . . \$1.99

**Short sleeves**  
Shpg. wt. 3 oz.  
29 G 6375F . . . \$1.79



**PERMA-PREST® Shirt.** Clip-on Tie. Polyester, cotton broadcloth. Mach. wash, med., tumble dry. . . no iron. Hong Kong. State 3, 4, 5, 6, 6x.

**Long sleeves**  
29 G 6200F—Blue  
29 G 6201F—Gold  
29 G 6202F—Green  
Wt. 6 oz. . . . . Set \$2.99

**Short sleeves**  
29 G 6230F—Blue  
29 G 6231F—Gold  
29 G 6232F—Green  
Wt. 5 oz. . . . . Set \$2.79



This handsome 10-way Suit  
can be worn as a Vest Suit **\$11.99**

This versatile suit includes 4 pieces: solid-color jacket, striped slacks, solid-color slacks and a reversible tunic vest. Actual length of vest is 2 inches longer than illustrated.

Single-breasted jacket is lined with smooth acetate taffeta. Two flap pockets. Metal button trim. Flare-leg slacks have band front elastic insert. Zipper fly. Two pockets. Fashionable tunic vest has metal chain and button trim. Suit is of durable rayon and acetate blend in oxford weave. Dry clean.

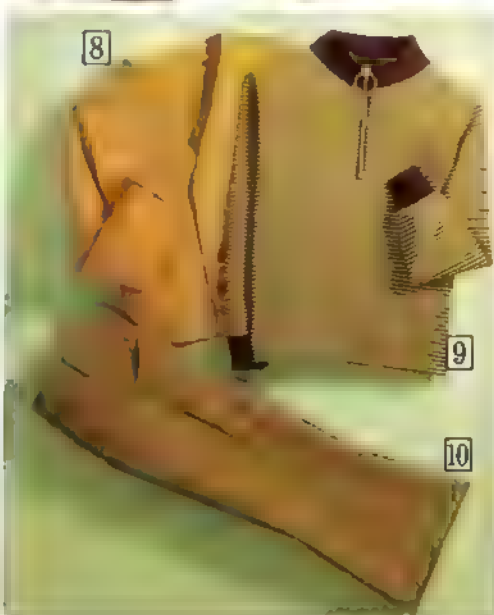
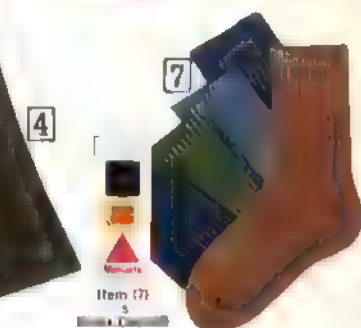
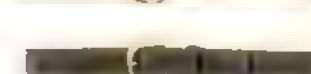
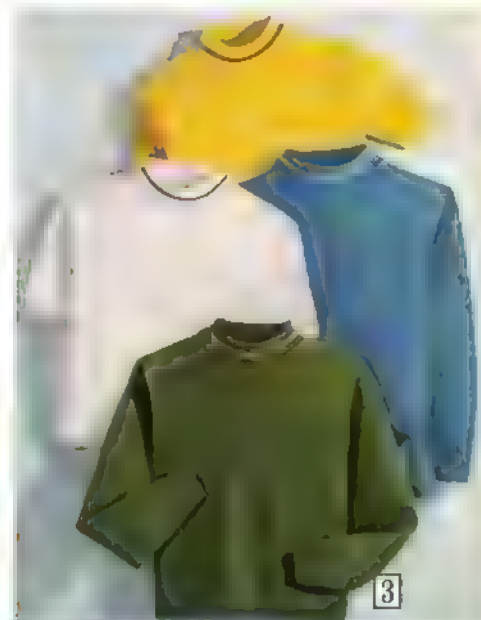
State size 3, 4, 5, 6, 6x. See Chart 2 on page 32.  
29 G 9448F—Blue  
29 G 9449F—Brown  
Shipping weight 1 pound 4 ounces . . . . . Suit \$11.99



CPKEM  
AED3LG Sears 27

**WARDROBE-BUILDER CORNER**  
 .. featuring 14 pages of  
 mix 'n match fashions  
**SIZE 10 & 12**

# No-iron Go-Togethers



# ..sporty looks for playtime



## CHILDREN GROW RAPIDLY . . MEASURE AND BE SURE

Order only sizes listed with each item

Chart 1 for pullovers and sweaters

Size	S	M	L
Height (inches)	32 1/2-38	38 1/2-44	44 1/2-49

Chart 2 Regular size pants (Fit child with average build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	21	21 1/2	22	22 1/2	23

Chart 3 Slim size pants (Fit child with slender build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	19 1/2	20	20 1/2	21	21 1/2

\*Reg. T.M. DuPont

\*\*Reg. T.M. Fiber Industries, Inc.

## ALL ITEMS ON PAGES 28 THRU 37 ARE IN ColorMate Colors

All shades of  
any ColorMate color  
are designed to  
go together  
fashionably

**1 Belted Sweater Vest.** Orlon® acrylic. U-neck Rib-knit waist. Machine wash, med., tumble dry.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 3730F—Frost beige 29 G 3728F—Gold

29 G 3728F—Navy

State size S, M or L. Shpg. wt. 5 oz. . . . . Each \$3 99

**2 PERMA-PREST® Shirt.** Polyester and cotton broadcloth. Long-point collar. Two flap pockets. Long sleeves. Sanforized-Plus-2™ . . won't shrink out of fit. Machine wash, medium, tumble dry . . no ironing. Singapore.

State size 3, 4, 5, 6 or 6x. See Chart 2, page 32

29 G 6251F—Blue 29 G 6253F—Green

29 G 6252F—Gold

Shipping weight ea. 4 oz. . . . . Each \$2 99. 2 for \$5 90

**3 PERMA-PREST® Ban-Lon® Pullover** 100% nylon. Rib-knit mock turtleneck. Full-fashion raglan shoulders. Machine wash, med., tumble dry . . no iron. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1

LONG SLEEVES. Rib-knit cuffs.

29 G 49285F—Blue 29 G 49283F—White

29 G 49284F—Gold 29 G 49286F—Green

Shipping weight 4 ounces. . . . . Each \$2 89

SHORT SLEEVES.

29 G 48275F—Blue

29 G 48272F—White

29 G 48273F—Gold

29 G 48274F—Green

Shipping weight 3 ounces. . . . . Each \$2 49

**4 PERMA-PREST® Slacks** . . regular sizes that fit the child with average build. Fortrel® polyester and cotton twill in a smart woven stripe. Flare-legs. Waist has elastic back, extended band front. Two pockets. Machine wash, med., tumble dry . . no iron. State size 3, 4, 5, 6, 6x. See Chart 2.

29 G 6714F—Blue 29 G 6715F—Brown

29 G 6716F—Green

Shipping weight 6 ounces. . . . . Each \$3 99

**5 PERMA-PREST® Jeans** . . regular, slim sizes. Textured striped denim of polyester, cotton. Band waist, belt loops. Rally-back style . . 2 back pockets set in yoke; 2 front pockets. Flare legs . . round with no center crease. Perma-Nee® reinforced knees for longer wear. Machine wash, med., tumble dry . . no iron.

REGULAR SIZES. Fit child with average build.

State size 3, 4, 5, 6 or 6x. See Chart 2

29 G 75481F—Navy 29 G 75482F—Brown

Shipping weight 8 ounces. . . . . Each \$3 99

SLIM SIZES. Fit child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75486F—Navy 29 G 75487F—Brown

Shipping weight 8 ounces. . . . . Each \$3 99

**6 Suede leather Belt.** Smooth leather back. Saddle stitch border. Bronze-plated steel buckle. Sizes S(19-21); L(22-24).

29 G 9460F—Black 29 G 9461F—Sand

29 G 9462F—Green

Shipping weight 4 ounces. . . . . Each \$1 99

**7 Crew Socks.** Pkg. of 5 prs. Rib-knit, 4-ply, stretch nylon. Wear-Dated® . . guaranteed to give one year's normal wear or return for free replacement or refund. Machine wash, medium. Pkg. of 5 prs.: 2 navy, 1 blue, 1 green, 1 brown. Sizes M(shoe size 3 to 5 1/4); ML(6 to 8 1/4); L(9 to 11 1/4); XL(12 to 4). State 1 size per package M, ML, L, XL. 29 G 1916F—Shipping weight 4 oz. . . . . Pkg. \$2 49

**8 Cardigan Sweater.** Wintuk Orlon® acrylic knit with a textured, classic look. Rib-knit cuffs and waistband. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 3811F—Blue 29 G 3810F—Gold

29 G 3889F—Green

State size S, M or L. Shpg. wt. 7 oz. . . . . Each \$3 99

**9 PERMA-PREST® knit placket shirt.** Striped Dacron® polyester, cotton. Rib-knit mock turtleneck, cuffs. Fashionable zipper front. Hemmed bottom. Machine wash, med., tumble dry . . no iron.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 4973F—Blue 29 G 4974F—Brown

29 G 4975F—Green

State size S, M or L. Shpg. wt. 4 oz. . . . . Each \$2 99

**10 PERMA-PREST® Jeans** . . regular, slim sizes. Polyester, cotton denim. Band waist, belt loops. Zip fly. Rally back yoke. 2 front pockets. Flare legs with front center crease. Machine wash, medium, tumble dry . . no iron

REGULAR SIZES. Fit the child with average build

State size 3, 4, 5, 6 or 6x. See Chart 2

29 G 75471F—Navy 29 G 75474F—Gold

29 G 75473F—Green

Shipping weight 8 ounces. . . . . Each \$2 99

SLIM SIZES. Fit the child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75476F—Navy 29 G 75478F—Gold

29 G 75479F—Green

Shipping weight 8 ounces. . . . . Each \$2 99

## The Children's Shop

### WARDROBE-BUILDER CORNER

... featuring 14 pages of  
mix 'n match fashions  
SIZES TO 6x



### C.P.O. shirt-style Jackets

Pile lined      Unlined  
**\$7.99    \$5.99**

He'll look great in this handsome jacket with authentic naval styling. Fabric is a soft blend of reprocessed wool, linen and nylon. Sewn-in stays keep collar neat. Anchor embossed buttons. Two patch pockets with button flaps. Two-button adjustable cuffs. Dry clean. From Korea.

State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

**Pile lined.** Pile is blend of acrylic, linen, cotton and nylon on rayon back. Jacket is extra long for better fit and added warmth.

29 G 8232F—Blue plaid  
29 G 8233F—Brown plaid  
29 G 8234F—Solid navy  
Shpg. wt. 1 lb. 4 oz. .... Each \$7.99

**Unlined.** Wear as a shirt or as a light-weight jacket.

29 G 6318F—Blue plaid  
29 G 6319F—Brown plaid  
29 G 6317F—Solid navy  
Shipping weight 10 oz. .... Each \$5.99

SIZES  
to 6x

## The longest-wearing,



### PERMA-PREST® Twill flare-leg Slacks

**1** These neatly-tailored slacks are made of fabric so strong that no double knee reinforcing is needed. Fine quality, heavyweight twill is a blend of 75% Dacron® polyester, 25% cotton.

Slacks never need ironing when machine washed medium temperature and tumbled dry. Soil-release finish... greasy and oily stains wash out more easily. Waist has elastic back and extended band front with Gripper® fasteners. Zipper fly. Two front pockets.

\*Reg. DuPont T.M.

REGULAR SIZES Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.

29 G 6766F—Brown    29 G 6767F—Green  
29 G 6768F—Gold    29 G 6765F—Navy  
Shipping weight 8 ounces. .... Each \$3.99

SLIM SIZES Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.

29 G 6772F—Brown    29 G 6773F—Green  
29 G 6774F—Gold    29 G 6771F—Navy  
Shipping weight 8 ounces. .... Each \$3.99

### PERMA-PREST® Sport Shirts

**2** Polyester and cotton broadcloth with woven-in stripes. Flap pockets. Long sleeves. No ironing needed when machine washed medium temperature, tumbled dry. From Singapore.

State 3, 4, 5, 6 or 6x. See chart 2 on page 32.

29 G 6303F—Green    29 G 6302F—Gold  
29 G 6301F—Blue  
Shpg. wt. each 5 oz. .... Each \$2.99; 2 for \$5.90

### Crew Socks

**3** Cling-alon® crew socks are combed cotton and super-stretch nylon. Guaranteed to give one year's normal wear or return for free replacement or refund. SANI-GARD® treated for hygienic freshness. Machine wash at medium temperature. Package of four pairs: 1 green, 1 brown, 1 navy, 1 gold.

Sizes M (fits shoe sizes 3 to 5½); ML (fits shoe sizes 6 to 8½); L (fits shoe sizes 9 to 11½); XL (fits shoe sizes 12-4). State one size per package M, ML, L or XL.  
29 G 1841F—Shipping weight 3 oz. .... Package \$2.49



# toughest Twill and Corduroy Pants we sell



## PERMA-PREST® Corduroy Jeans and Slacks

**BEST BECAUSE:** Sears laboratory has proved the superior strength of this corduroy fabric. In our tests, this tough blend of 60% Antron® nylon, 28% cotton and 12% DuPont 420 nylon showed 8 times more abrasion resistance than ordinary corduroy fabrics of 50% polyester and 50% cotton. And actual wear tests prove these jeans and slacks can take far more rough and tumble treatment than ordinary cotton corduroy.

**4 Jeans.** Mid-wale corduroy. Band waist with belt loops and snap front closure. Zipper fly. Handsome rally-back style . . . 2 back pockets set in yoke; 2 front pockets. Tapered legs. Smooth and ready to wear without ironing if machine washed at medium temperature and tumbled dry.

**REGULAR SIZES.** Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.  
29 G 77541F—Brown 29 G 77544F—Blue 29 G 77542F—Green  
Shipping weight each 12 ounces . . . . . Each \$4.99; 2 for \$9.88

**SLIM SIZES.** Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.  
29 G 77546F—Brown 29 G 77545F—Blue 29 G 77547F—Green  
Shipping weight each 12 ounces . . . . . Each \$4.99; 2 for \$9.88

**5 Slacks.** Mid-wale corduroy. Waist has extended band front with snap closure. Zipper fly. Two front pockets. Tapered legs. Machine wash, medium temperature and tumble dry . . . no ironing.

**REGULAR SIZES.** Fit the child with average build. Elastic back waist. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.  
29 G 6885F—Gold 29 G 6863F—Brown  
29 G 6864F—Olive 29 G 6862F—Navy  
Shipping weight each 8 ounces . . . . . Each \$4.99; 2 for \$9.88

**SLIM SIZES.** Fit the child with slender build. Elastic side waist inserts. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.  
29 G 6869F—Gold 29 G 6867F—Brown  
29 G 6868F—Olive 29 G 6866F—Navy  
Shipping weight each 8 ounces . . . . . Each \$4.99; 2 for \$9.88

## PERMA-PREST® Knit Pullovers

**6 Striped.** Smooth knit of stretch nylon. Rib-knit mock turtleneck and cuffs. Sewn-in V-neck insert. Long sleeves. Hemmed bottom. Machine wash medium, tumble dry . . . no ironing. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5034F—Green stripes  
29 G 5036F—Brown and gold stripes  
29 G 5035F—Navy and red stripes  
29 G 5040F—Navy and gold stripes  
Shipping weight 4 ounces . . . . . Each \$2.99

**7 Solid-color.** Rib-knit of Dacron® polyester and cotton. Turtleneck. Long sleeves. Hemmed bottom. Machine wash, medium temperature and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5031F—Blue  
29 G 5033F—Gold  
29 G 5032F—Green  
29 G 5030F—White  
Shipping weight 4 ounces . . . . . Each \$2.29

\* Reg. T.M. DuPont

**ALL ITEMS ON  
PAGES 28 THRU 37 ARE IN  
ColorMate Colors**

All shades of any  
ColorMate color are  
designed to go  
together fashionably

WARDROBE-BUILDER CORNER

..featuring 14 pages of  
mix 'n match fashions  
SIZES TO 6x

**1 Hat.** Wide-wale cotton corduroy. Quilted rayon lining. Pull-down earflaps are bulky knit cotton and polyurethane foam laminated to corduroy. Adjustable chin strap. Sizes M(19½-20½); L(21-22). State M or L. Sizes M(19½-20½); L(21-22). State size M or L.

29 G 8005F—Green 29 G 8007F—Bronze  
29 G 8006F—Blue  
Shipping weight 8 ounces.....Each \$2.79

**2 Norfolk-style Jacket** in longer length for extra warmth. Rugged wide-wale cotton corduroy with a warm pile lining of cotton backed acrylic. Collar closes at neck for greater protection against cold. Belt with metal buckle. Two patch pockets with flaps. Machine wash, warm temperature.

State size, 3, 4, 5, 6 or 6x. See Chart 2.  
29 G 8270F—Green 29 G 8272F—Brown  
29 G 8271F—Navy  
Shipping weight 1 pound 4 ounces.....Each \$8.99

**3 Pullover Sweater.** Soft, warm acrylic. Rib-knit mock turtleneck and cuffs. Raglan shoulders. Long sleeves. Machine wash, warm. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.  
29 G 3851F—Green stripes 29 G 3850F—Brown stripes  
29 G 3849F—Navy stripes  
Shipping weight 6 ounces.....Each \$2.99

**4 Velour Pullover.** Luxuriously soft combed cotton knit velour. Rib-knit mock turtleneck, cuffs and waistband. Long sleeves. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.  
29 G 4859F—Green 29 G 4856F—Gold  
29 G 4857F—Blue  
Shipping weight 6 ounces.....Each \$3.59

**5 PERMA-PREST® flare-leg corduroy Slacks** .. regular sizes. Tough midwale corduroy of cotton and nylon. Waist has elastic back and extended tab front. Zip fly. Two pockets. Machine wash, medium, tumble dry .. no ironing. Regular sizes fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3.  
29 G 6851F—Blue plaid 29 G 6852F—Brown plaid  
29 G 6853F—Green plaid  
Shipping weight each 8 oz....Each \$3.99; 2 for \$7.88

**6 Crew Socks.** Pkg. of 4 prs. Polyester and stretch nylon. Reinforced heel and toe. Elasticized tops. Wear-Dated® .. guaranteed to give one year of normal wear or return for free replacement or refund. Machine wash, medium. Package of 4 pairs: 1 navy, 1 brown, 1 green, 1 gold.

Sizes M(fits shoe size 3 to 5½); ML(fits shoe size 6 to 8½); L(fits shoe size 9 to 11½); XL(fits shoe size 12 to 4). State 1 size per pkg. M, ML, L or XL.  
29 G 1897F—Shpg. wt. pkg. 4 oz. Pkg. \$2.25; 2 pkgs. \$4.44

**7 Cardigan Sweater.** Soft acrylic knit in two color tones. Full fashion raglan shoulders. Rib-knit cuffs and waistband. Machine wash warm. From Korea. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.

29 G 3753F—Blue 29 G 3754F—Brown  
29 G 3755F—Green  
Shipping weight 5 ounces.....Each \$2.99

**8 Pullover Sweater-Shirt.** Soft acrylic knit. Rib-knit mock turtleneck and cuffs. Full fashion raglan shoulders. Machine wash, warm. From Korea.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. LONG SLEEVES.

29 G 3706F—Blue 29 G 3707F—Gold 29 G 3708F—Green  
Shipping weight each 4 oz....Each \$2.99; 2 for \$5.90

SHORT SLEEVES.

29 G 3750F—Blue 29 G 3751F—Gold 29 G 3752F—Green  
Shipping weight each 3 oz....Each \$2.49; 2 for \$4.92

**9 PERMA-PREST® corduroy Slacks** .. regular and slim sizes. Midwale corduroy of Kodol® polyester and cotton. Waist has elastic back and band front. Zip fly. Two pockets. Tapered legs. Machine wash, medium temperature and tumble dry .. no ironing.

REGULAR SIZES. Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 6883F—Navy 29 G 6884F—Brown  
29 G 6885F—Green  
Shipping weight 8 ounces.....Each \$2.99

SLIM SIZES. Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4.

29 G 6887F—Navy 29 G 6888F—Brown  
29 G 6889F—Green  
Shipping weight 8 ounces.....Each \$2.99

# Corduroy and Knits



## ALL ITEMS ON PAGES 28 THRU 37 ARE IN ColorMate Colors

All Shades of  
any ColorMate color  
are designed  
to go together  
fashionably

### CHILDREN GROW RAPIDLY . . MEASURE AND BE SURE

Order only sizes listed with each item

Measuring Chart 1			
Size	5	M	L
Height (inches)	32 ½-38	38 ½-44	44 ½-49

Measuring Chart 2				
Size (not age)	3	4	5	6
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47
Waist (inches)	21	21 ½	22	22 ½

Measuring Chart 3 .. Regular size slacks (fit the child with average build)				
Size (not age)	3	4	5	6
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47
Waist (inches)	21	21 ½	22	22 ½

Measuring Chart 4 .. Slim size slacks (fit the child with slender build)				
Size (not age)	3	4	5	6
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47
Waist (inches)	19 ½	20	20 ½	21

\*Reg. T.M. Eastman Chemical Products, Inc.

# .. for rugged looks and rugged wear

